

Rushmark
Properties
2900 Fairview Park Drive
Falls Church, VA 22042

January 24, 2013

Gary H. Fuller, AICP
Principal Planner
City of Falls Church
Department of Planning and Zoning
300 Park Ave
Falls Church, VA 22046

RE: 301 West Broad Street Proposal/Application – Special Exception(s)
(Allow Residential in Commercial District) and (Height) Property known as
RPC Numbers 52-309-414, 52-309-111, and 52-309-412 (MUNIS # 2012 1040)

Dear Mr. Fuller,

Please find enclosed 15 copies of the revised Special Exception application booklet, Conceptual Development Plan, Traffic Impact Analysis, Traffic Technical memorandum, Parking Assessment Study, Fiscal Impact Analysis, Shadow Study, Voluntary Concessions and Transportation Demand Management (TDM) plan.

As you will discover, this submission represents a thoughtful consideration of staff's comments in addition to addressing issues raised by the neighbors and the preliminary comments of the Planning Commission and City Council. The key elements of the previous submission that were modified in response to the comments received were:

1. **Added more buffer area.** The redesign of the project has the additional positive benefit of freeing up area to provide the full required buffer and planting areas along the western property line. Additionally, the transformers, previously shown in the buffer area, have been relocated out of the buffer area.
2. **Moved massing and height to W. Broad St.** The building massing and height has been shifted to W. Broad Street, creating substantially more building setback from the adjacent properties to the residential portion of the project. The building consists of 6 stories of residential units above the retail level. The building will be constructed with high quality, long-lasting materials such as concrete and will measure approximately 90 feet from grade at W. Broad St. to roofline. Furthermore, the shadow study that was completed demonstrates minimal impacts throughout the year on the adjacent residential townhomes.

3. **Enclosed “back of house” elements including the loading dock.** To address the issue of the adverse impact of “back of house” elements, the loading dock area, trash area, and a portion of the service drive is now internal to the building, thus eliminating all visual and auditory impacts of this function of the use.
4. **Reduced density.** The residential density has been reduced to 282 residential units.
5. **Revised Traffic Impact Analysis and Parking Assessment.** This resubmission also addresses the staff’s comments relative to the traffic and parking. Our response includes a revised Traffic Impact Analysis, Parking Assessment and reworking the ingress and egress for service vehicles so that there is only one point of egress from W. Broad Street. Additionally, a Transportation Demand Management plan is enclosed that offers many opportunities to reduce residential traffic flow from the project.

Also included in the submission package is a Fiscal Impact Analysis that was completed by Robert Charles Lesser and Company (“RCLCO”). RCLCO’s analysis concludes that the net fiscal impact of the project to be approximately \$1.50 million per year. The fiscal impact of the project could theoretically cover a reduction in the City of Falls Church’s real property tax rate of \$.0483 per \$100 of assessed value. The net present value of this fiscal impact to the city over a 20 year period is \$24.3M.

Responses to the comments received from your office, dated December 18, 2012 are provided in the enclosed Staff Comments Response document, in italics, immediately following the specific comment. Please let me know should you or any other staff member have any questions regarding our responses or any other part of the submission package.

Sincerely,
Patrick Kearney
(703) 289-9202
pkearney@rushmarkproperties.com

Enclosures:

1. Staff Comment Response, dated January 24, 2013
2. Neighborhood Concerns Response, dated January 23, 2013
3. Conceptual Development Plan, prepared by Bowman Consulting
4. Traffic Technical Memorandum, prepared by Gorove/Slade, dated January 23, 2013
5. Traffic Impact Study, prepared by Gorove/Slade, dated January 23, 2013
6. Parking Assessment Memorandum, prepared by Gorove/Slade, dated January 23, 2013
7. Fiscal and Economic Impact Analysis, prepared by RCLCO, dated January 9, 2013
8. Shadow Study, prepared by Davis, Carter, Scott
9. Voluntary Concessions Draft, dated January 23, 2013
10. Transportation Demand Management Plan Draft, dated January 17, 2013